



United States  
Department of  
Agriculture

Foreign Agricultural Service  
Office of Agricultural Trade Officer

Dear Food Industry Executive:

The U.S. Agricultural Trade Office in Tokyo would like to encourage you to participate in **FOODEX JAPAN 2003**, the largest food and beverage show in Asia. The show will be held at the Makuhari Messe exhibition center near Tokyo from March 11 to 14, 2003.

The U.S. Pavilion at FOODEX JAPAN 2002 was one of the largest and most successful exhibitions of U.S. food products in the world, with 190 U.S. companies and Japanese agents exhibiting at the show. The U.S. Pavilion has proven to be popular at FOODEX JAPAN and draws heavy traffic from the 90,000 trade visitors from Japan and surrounding countries.

For next year's show, we are aiming at an even more user-friendly pavilion for U.S. exhibitors with an enhanced Business Support Center and Café Lounge. The U.S. Pavilion at FOODEX JAPAN is the place to be if you are serious about promoting your products to the Japanese market and the Asian region.

In order to facilitate participation by U.S. firms, Japan Management Association (JMA), the organizer of **FOODEX JAPAN 2003**, is offering a complete participation package including space rental and construction at 640,500 Yen (approx. \$5,000 at current exchange rates.)

Please seriously consider participating in **FOODEX JAPAN 2003**. It's a great way to introduce your product to the huge and growing Japanese market. Contact JMA directly by fax at 81-3-3434-8076 to reserve your booth.

Sincerely,

David C. Miller  
Director, ATO Tokyo

Enclosures